1	JUDGE SIPPEL: How do you identify
2	How do you define a genre?
3	MR. COHEN: Well, I think, Your
4	Honor, there's a little bit of disagreement
5	about that.
6	JUDGE SIPPEL: That's a French
7	word you know.
8	MR. COHEN: Yes, it is a French
9	word.
10	JUDGE SIPPEL: assessing that.
11.	MR. COHEN: Yes, and my French is
12	not very good. But a genre is a category of
13	documents. So I think it's fair to say that
14	there are Everyone will agree that there's
15	both an objective and a subjective component
16	of genre.
17	So to go back to the NFL case.
18	There's no disagreement that an NFL football
19	game falls into the genre of sports. But a
20	show
21	JUDGE SIPPEL: But only if it's
22	agreed to.

MR. COHEN: Right. A show that either views someone or the biography of a world traveler, is it a travel show? Is it a biography show? Is it a reality show? What Your Honor is going to hear is that there is one set of genres that a standard service called the Tribune Media Services uses for the purposes of TV listings. Those are the ones that Comcast expert relied upon.

did expert, Mr. Egan, Our different genre analysis based on his 30 years There's some fair degree of of experience. I don't know how these genres were created. Certainly, music is a genre of a TV Adventure/travel is a genre of a TV show. I don't know the high end cuisine is. show. Sports is a genre TV show. Music is. think it's a grouping of shows that fall into a category.

But this document we object to for exactly the same reason which is this is another piece of expert work that Mr. Herring

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didn't create in the ordinary course of his business. He did that after having the benefit of reading all the expert reports in this case in an effort to supplement his expert's work.

MS. WALLMAN: Your Honor, if I may. There have been a number of times when what Mr. Herring tried to do in his testimony is characterize his rebuttal. While I acknowledge that there are some paragraphs that refer to Defendant's experts and are in the nature of rebuttal which I expect we'll discuss this afternoon.

I don't want there to be any mistake about what the methodology was. This is something that Mr. Herring and his family live and breathe every day and by and large was not done in rebuttal to anything. It was done in support of the case in chief that we intend to put on about what happened what he learned what Mojo was doing, what his competitive reaction was to it and what his

1	analysis of the similarities were not for
2	purposes of being an expert or rebutting any
3	expert but for purposes of running his
4	business. And I don't want the repeated
5	characterizations otherwise to rule the day.
6	JUDGE SIPPEL: No, I don't think
7	that means to reply. It's definite that the
8	man, he's in the business. Of all the genre
9	business that you talked about, he has to be
10	able to genre these things, I mean, as a
11	business matter, not as a critic or as an
12	economist.
13	MR. COHEN: And let me be clear,
14	Your Honor.
15	JUDGE SIPPEL: Economist
16	MR. COHEN: The left side of these
17	charts he can genre, if we're going to use
18	this as a verb, his programming all he wants.
19	JUDGE SIPPEL: Right.
20	MR. COHEN: And that's where our
21	problem is. I'm not objecting to any piece of
22	his testimony where he purports to talk about

1 his own network. 2 JUDGE SIPPEL: But don't -- Using genre as a verb, doesn't your client do the 3 same thing with other competitors or potential 4 5 competitors? He must. Well, first of 6 MR. COHEN: No. 7 client а distributor οf all. is our 8 programming. Our client gets presentations from networks like Wealth in which they say, 9 "We have a sports network. We have a network 10 that focuses on the older demographic." But 1 1 we're not in the business of creating genres 12 of programming or categorizing program into 13 14 genre. No, Your Honor. JUDGE SIPPEL: Well, if somebody 15 wants to put a program your sports channel and 16 17 you might have some questions to whether or 18 not it's a sport. 19 MR. COHEN: But we don't own the 20 channels. We don't own the networks. Warner Cable and Time Warner are separate 21 22 companies.

JUDGE SIPPEL: Okay. Well, let me 1 2 not go to that world. Okay. 3 MR. COHEN: JUDGE SIPPEL: Let me stay where I 4 But there is something that you do and it 5 is maybe through Mojo that you do have your 6 7 executives are going to genre those. leave a niche here we can go to because --8 MR. COHEN: And just to clarify, 9 Your Honor, I think that's what I was trying 10 So there are -- When people are 11 to say. seeking carriage on Time Warner Cable, they 12 good example, 13 "Hey, I've got this say, retirement living" to move up the demographic. 14 "I've go this great new network that's focused 15 on retire people. That's a demographic and a 16 think you're not 17 genre program that we carrying and would be of appeal to some of 18 your audience." So, yes, in that sense we 19 consider genres. 20 But we're not the business of 21

assigning show by show to genres.

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That's not

1	what a cable distributor does.
2 ·-	JUDGE SIPPEL: All right. Thanks
3	for breaking it up. Go ahead.
4	MS. WALLMAN: Your Honor, just
5	briefly. You'll hear in the fact testimony
6	offered by the Defendants their fact witnesses
7	saying, "I didn't think Mojo was like
8	WealthTV" and that inherently involves some
9	judgment as to genre. When you go to sell a -
10	- service to a cable distributor, they talk to
11	you about what genre do you have and they
12	compare it to the genres that they're already
13	carrying. So this is a business function and
14	I think it's widely acknowledged as such.
15	JUDGE SIPPEL: Where do I stand
16	now? Which side do I fall on here? I mean
17	both of you have good points, but
18	MR. COHEN: I think all we're
19	trying to do, Your Honor, is to sit with your
20	reserve at the moment. I think this will get
21	sorted out in the course of the testimony.
22	TIDGE SIPPEL: Let me see if Mr.

1 Beckner can shed some light.

MR. BECKNER: The only comment that I had, Your Honor, was that and at least from our perspective the big fallout here is this is that you set up at the beginning of the case a procedure which provided for sequential disclosure of expert reports and no rebuttals.

Now we all know that experts do is that they give opinions and their opinions are based on something, you know, their expertise and whatever research they do. Now what WealthTV has done is they've circumvented that procedure by bringing in their client to offer opinion testimony and this is what we're talking about is opinion testimony. He's not saying "I did this and I did that." He's saying "In my opinion, these two programs are different or they're better or they're not the same and here's my little chart that explains my opinion."

Now he might be qualified by

virtue of his experience and his business to give an opinion. But that really isn't the point. The point is that he's giving an opinion as opposed to simply testifying as you say telling his story and the unfairness is that you set up a procedure whereby these opinions from experts would be disclosed in the beginning. We have a chance, both sides would have a chance, to depose the authors of those opinions all before trial.

Now we have a new witness, in effect, a new witness coming in offering a bunch of opinions whom we haven't had a chance to disclose. We have exhibits which he's created summarizing his opinions which we haven't had a chance to cross examine him about.

Now we do all this at the trial.

I'm not saying we can't do it. But it's going to make it longer and certainly I think unfair and violates the procedures that you set up at the beginning which was that the expert

opinions would be laid out in advance well 1 before trial. 2 MR. MILLS: I could add one more 3 thing on this side if I could. 4 JUDGE SIPPEL: Yes. Please do. 5 There would be MR. MILLS: 6 difference I think, Mr. Cohen mentioned this, 7 if these were historical documents. 8 Herring were going to come in and say, 9 2006 or 2007 when such and such an event 10 occurred, I went out and I did this as a 11 matter of my normal business routine and I 12 compared these two networks and this is a 13 record of what I did at the time and that is 14 what I was thinking at that time." 15 That's not what this is. This is 16 as Mr. Beckner pointed out a new comparison. 17 That's his opinion in this case and to me 18 This is not a that's a very big distinction. 19 20 historical document. We could bring all our witnesses in and do their own opinions about 21

all these sorts of things. It doesn't advance

1	the ball.
2	The point of that testimony is
3	this is a matter of expert testimony. We
4	should leave at that and keep this case clean
5	and simple.
6	JUDGE SIPPEL: All right.
7	MR. ROSE: Two points.
8	JUDGE SIPPEL: Let's hear the
9	other side of the table. Mr. Rose.
10	MR. ROSE: This isn't a genre. I
11	think it was I've forgotten which Justice
12	of the Supreme Court was viewing some films
13	that were accused of being indecent and here
14	are all kinds of experts and the answer was "I
15	know it when I see it." This is what a
16	reasonable consumer
17	JUDGE SIPPEL: I think I know who
18	it was. Go ahead. You keep going.
19	MR. ROSE: I think it was Justice
20	Douglas or Justice Blackman.
21	JUDGE SIPPEL: No, Douglas
22	wouldn't say something like that.

1 MR. ROSE: Potter Stewart would.

JUDGE SIPPEL: Potter Steward.

Douglas would never say that.

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(Laughter.)

MR. ROSE: This is a judgment call. This is something that, yes, you can have programming executives who say, "I've seen hundreds of pitches and I know what a genre is when I see." You have ad guys say, "I pitch programs all the time to advertisers and I know what they're looking for and I know which programming is going to appeal to them." people that develop have you can "Yes, I developed programming to say, programming for these markets. I developed it for the people that carry my program. developed it for the advertisers that pay for them."

And Mr. Herring is in that business. We're not saying it's a business record. He didn't develop this years ago. This is in the nature of something he would

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have written on the blackboard years ago. Now he would do it as a PowerPoint in some courts and in this court I believe he wants to do it on poster boards. These are simply summary exhibits of his opinion.

Is it a lay opinion or is it an expert opinion is the question that's being raised. We're not offering him as an expert.

Can a layperson opine on these things? We think he can.

MR. FELD: And I would add, Your Honor, again we come back to this. He's going to get up and say as part of his story "And then I saw that this programming was just like my programming WealthTV." Well, how? So he's set forth in a summary all of the things that he's prepared to say. "Well, this is why I think they stole my idea and this is why I think their programming is similar." And questions his these factual from are perspective of a factual witness.

Now they're entitled to come back

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and say, "Is that really what you thought? Is that really true? Didn't you describe yourself in other ways?" And they'll came back and say that and they're entitled to have their expert witnesses come on and say, "Well, he may think it looks the same, but if you actually look at this objectively from an expert standpoint we think that it's not the same and other people wouldn't regard it the same."

But in this case, it's really a question of he's got to answer as the primary factual witness a bunch of questions. What was WealthTV about? What happened with the carriage negotiation? Why do you think that that was wrong of them to deny you carriage? What makes you think they're same sort of programming that it would rise under the statute?

All this page does is take the opinions that he will state orally about why he thinks as a person who was involved in the

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negotiations. This happened and detailing the facts and put them in a one page summary that's simple to understand. It's not presented as a document of an expert saying, standard within the cable "This is a industry." Well, let me tell JUDGE SIPPEL: you where I think I'm coming out on this. It

JUDGE SIPPEL: Well, let me tell you where I think I'm coming out on this. It looks to me like I could receive this into evidence as a summary of what he would testify to if he were asked these questions individually. And it is a time saving document in that case.

In terms of his conclusions on Mojo, if I can use this word, genre or whatever, it's his best guess. But at least it does it corrals him as a witness instead of having him go on and amplify each of these ingredients except to the extent that you want to do that on cross examination.

I mean there's an element of risk here from the standpoint of WealthTV, but

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1	they're willing to take the risk.
2	MR. COHEN: Although his direct
3	testimony, Your Honor, talks about all of this
4	at great length. So that's not really a
5	timesaver because he's going to put into the
6	record
7	JUDGE SIPPEL: That's what I'm
8	saying is going to Look. If you sit down
9	to negotiate with the other side, you can look
10	at it this way. You can say, "Look. This guy
11	he told us that he's going to receive this as
12	a summary of his testimony."
13	So why can't we just knock out
14	page 17 because that just amplifies what he
15	summarized? I mean you have leverage to cut
16	back.
17	MR. COHEN: I understand.
18	JUDGE SIPPEL: And I don't see how
19	this thing is that that's just not that hot
20	a document. Numbers, projections and things
21	like that they're scary.
22	MR. COHEN: Again, Your Honor, I

1	don't want to It's probably true. I don't
2	want to belabor.
3	JUDGE SIPPEL: Go ahead.
4	MR. COHEN: But let me just make
5	our point.
6	JUDGE SIPPEL: Belabor it. Go
7	ahead.
8	MR. COHEN: This is precisely the
9	opinions that the experts give. So our
10	complaint is that if he was going to offer
11	this testimony the time to do it would have
12	been on February $20^{th}$ . We would have deposed
13	him. We would have had a much shorter cross
14	examination at the trial. We may or may not
15	have seen 106 page document. Our experts in
16 16	their written reports would have addressed
17	this.
18	Now what our expert has done is
19	said, "Well, Ms. McGovern, who is their
20	expert, this is what she has to say about the
21	genres. This is what I have to say in
22	response to Ms. McGovern." Now we have

somebody coming in at the trial saying, 1 have a new opinion and some of it's consistent 2 with their experts and some of it may not be 3 consistent with their experts." So it's all 4 a question of the fairness in the procedure. 5 But we'll deal with the genre. 6 SIPPEL: But I 7 JUDGE receiving this as an opinion. If this were 8 listed by your expert or their expert and 9 being offered as an opinion, then I would look 10 at it in that fAschion. All this is is this 11 is how he looks at life and it's a checklist 12 and if he goes off the checklist then he's got 13 14 a problem. 15 MR. COHEN: Okay. So you've got to JUDGE SIPPEL: 16 bring that and you can use this as a basis I'm 17 hoping to knock out some of this gratuitous 18 lengthy narrative that you're talking about in 19 20 the case. One hopes. MR. COHEN: 21 JUDGE SIPPEL: And then on top of 22

that you have a cross examination weapon right 1 here. I mean you could ask him how does he 2 come to that conclusion and then you also can 3 do is you have your expert look at this, it's 4 only one page and your expert can tell us what 5 he thinks about it. 6 MR. COHEN: And indeed he will, 7 8 Your Honor. All right. And 9 JUDGE SIPPEL: that's the purpose of -- I'm not bringing him 10 When I said that about as a rebuttal. 11 rebuttal witnesses, I mean you put your case 12 on, the case is closed, and then we have to 13 reopen because you're going to bring in 14 another expert as a rebuttal. 15 I'm not talking about using an 16 expert to critique what the other side is 17 trying to advance. That's a different form of 18 rebuttal and I don't look at that as rebuttal. 19 But whatever it is it's not the same thing I 20 was thinking of. I just don't want to extend 21

this thing another week because we have to

bring in another cast of characters to rebut 1 2 so to speak. let's see but 3 But you understand that. Now if you want to review 4 whether or not you want to continue to use 5 this document you can do that and I won't hold 6 it against you. But I have to give the other 7 side an opportunity to test it in several 8 9 ways. Understood, Your MS. WALLMAN: 10 11 Honor. JUDGE SIPPEL: Okay. 12 MR. COHEN: Your Honor, could I 13 suggest just --14 JUDGE SIPPEL: Right now, it's in. 15 Should we perhaps go MR. COHEN: 16 back to sequential because I'm concerned that 17 if we don't we won't get through this. We're 18 skipping around and if that's helpful to Your 19 Honor and go back to 16 since 15 you said 20 we're going to deal with is the first of these 21 22 documents.

1	JUDGE SIPPEL: Well, I don't want
2	to spend a lot of time on this one again. So
3	let's say subject to my ruling the 25 is
4	identified.
5	MR. COHEN: I wasn't going to
6	reargue that, when we got to 25.
7	JUDGE SIPPEL: But Mr. Schonman
8	Wait a minute. Let me
9	MR. COHEN: We're reserving is
10	what you had said, Your Honor.
11	(Whereupon, the documents referred
12	to were marked as WealthTV
13	Exhibits Nos. 15, 19, 21, and 25
14	for identification.) (Ruling
15	Reserved.)
16	MR. SCHONMAN: Yes, that was my
17	question. You said it was received, but did
18	you mean that you were going to reserve.
19	JUDGE SIPPEL: I want to reserve.
20	I'm going to reserve on this.
21	MR. MILLS: Fifteen, 19, 21 and
22	25. Correct?

1	JUDGE SIPPEL: Right.
2	MR. MILLS: Your Honor has
3	reserved.
4	MR. COHEN: Are reserved.
5	JUDGE SIPPEL: All right. Let me
6	go to my list. That's correct. Okay. Well,
7	I'm not going to expand on that at all.
8	That's exactly right.
9	MR. MILLS: We're on 16.
10	JUDGE SIPPEL: Pardon me?
11	MR. MILLS: We're on 16.
12	MR. COHEN: Sixteen, Your Honor.
13	JUDGE SIPPEL: We should be.
14	Again, I'm going fast on this. Mr. Schonman,
15	is there anything? Interject at something if
16	you have a concern.
17	MR. SCHONMAN: I will. Thank you,
18	Your Honor.
19	JUDGE SIPPEL: Ms. Wallman, the
20	same way. All right.
21	MR. COHEN: Sixteen, Your Honor,
22	is exactly I have the same argument as I

1	had with We had understood after Your
2	Honor's ruling that you didn't want these
3	little snippets. So while they can make
4	whatever argument, if they're going to be able
5	to make little screen shots because in this
6	one picture taken on the one side, I don't
7	care what he says about his own witness, his
8	own show, and the Mojo show to show you guys
9	wearing khaki shirts and apparently that has
10	some great significance, this is exactly the
11	kind of material that the video was intended
12	to convey and we're disadvantaged at the
13	moment.
14	JUDGE SIPPEL: All right. I will
15	Ms. Wallman, who wants to make
16	MR. ROSE: Your Honor, we did have
17	this discussion on some of the earlier
18	exhibits, six to 11. These are similar
19	comparisons and as Your Honor pointed out a
20	single shot is much easier to have in the
21	record than a video that needs to be

MR. COHEN:

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Mr. Rose, six to 11

1	were their
2	JUDGE SIPPEL: That's right.
3	MR. COHEN: This is comparisons.
4	JUDGE SIPPEL: That's right. He's
5	absolutely right. I'm going to Look. I'm
6	not going to belay for this one. These are
7	I'm going to sustain the objection and the
8	comparison photos in 16, in WealthTV 16, I'm
9	denying the motion to introduce it. No. 16 is
10	identified for purposes of this case, but it
11	is not being received into evidence and I'm
12	not reconsidering it. So 16 is out, but again
13	it's in the record for purposes of appeal. If
14	you want to object to the ruling, that's fine.
15	(Whereupon, the above-referred to
16	document was marked for
17	identification as WealthTV Exhibit
18	No. 16, but was not received in
19	evidence.)
20	MS. WALLMAN: Thank you, Your
21	Honor.
22	JUDGE SIPPEL: What's the next

1	one?
2	MR. COHEN: Seventeen and 18 I
3	assume are not being offered because those
4	were the comparisons that were made to rebut
5	the one ours.
6	MR. ROSE: But there are some DVDs
7	that the Defendant has listed and we just want
8	to be reciprocal about that. If they're going
9	to have DVDs, if they want DVDs, if Your Honor
10	is ruling that comparisons are out entirely,
ll ,	they should all be out. That's our point.
12	JUDGE SIPPEL: So 17 and 18 are
13	moot. Is that right?
14	MS. WALLMAN: Yes.
15	MR. ROSE: The DVDs should also be
16	excluded if that's your ruling.
17	JUDGE SIPPEL: They're not being
18	offered. I mean you're not offering DVDs
19	because I've denied them the DVD rights.
20	MS. WALLMAN: Your Honor, I think
21	the ruling that you made was they would not be
22	played in the courtroom. I understood that